

CALENDAR FUNDRAISER EXPLAINED...

How to do the Calendar Fundraiser:

1. Use your 2009 Calendar to show Potential Sponsors what last year's Calendar looked like. If you need a calendar, pick one up at the Pro Shop.
2. Explain that they're not technically SPONSORING; they're purchasing AD SPACE! They get a tax receipt for this which is 100% tax deductible.
3. Last year, athletes got to keep 85.4% of the money they brought in. The other 15.6% went to cover the cost of making the Calendar.
 - We brought in \$28,000 in profits!!
 - Athletes made \$85.40 for every \$100 in Ad Space they attained.
4. If you're a Business owner, this is a no brainer! You pay \$1000, get a \$1000 Receipt indicating \$1000 of Ad Space Purchased which you hand in to your accountant and your child gets \$854 (*amount could differ this year*) put into their travel account (or, you can use it to go towards anything you wish). But, basically, you get to use your BUSINESS to pay for your kids sport!!
5. Athletes will also get to sell Calendars to families and friends at Xmas time for \$5 each and they make \$4 profit from every calendar sold!!

What to do next:

- Mail out or deliver this letter to every person your family knows. Even if they don't own a business, they might be in a position to solicit sponsorship at their work place on your behalf.
- Make sure YOUR information is attached to the letters you send out. They should know WHO they received the sponsorship request letter from so that you get the credit for it if they decide to send funds directly to the gym.
- Make sure to follow up. Busy people have paperwork piled up on their desks and they may have simply 'forgotten' to get around to replying back to you. They may be interested in sponsoring you but just haven't gotten back to you yet.
- Get busy and get to work. We need to find the sponsorship to make this a successful fundraiser.

Cheers

Liz Gigante Ulrich